

**ABSTRACT**

Expert system supported interactive product selection and recommendation. The invention assists an agent to interact with a customer and to provide selection and recommendation of available products and/or services that offer a workable solution for the customer. The invention allows for the use of agents of varying skill levels, including relatively low skill level, without suffering deleterious performance. From certain perspectives, an expert system employed using various aspects of the invention allows the agent to provide real time interaction with a customer and to provide a real time recommended solution to that customer. Many traditional approaches dealing in complex industries require that agent's have a high degree of skill and expertise. The invention allows even a novice agent to service a customer's needs without requiring a high skill level or up-front training that is often at the expense of the provider seeking to market its products and/or services.